

Little Page

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"Dynamite Doggie"

a Photoplay in 2 reels

Author & Photoplay Paul Cammisa

One  
USA

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# PRESS SHEET

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## Tuxedo Comedies

# "DYNAMITE DOGGIE"



With  
**A1 St. John**

*Copyrighted by*

*Paul Comedies Inc.  
1740 Broadway*

Directed by Grover Jones



EDUCATIONAL FILM EXCHANGES, Inc.  
MADE IN U. S. A.



## LAUGHS ARE THE THINGS THAT COUNT MOST IN SCREEN COMEDY

### Combination of Star and Story in "Dynamite Doggie" Produces Many

The things that count in every comedy are the number of laughs in the picture.

"Dynamite Doggie" is full of laughs.

The next big thing is the star—his popularity and his following.

Al St. John in "Dynamite Doggie" is one of the leaders in the comedy field. His years of starring in Short Subjects have built for him a host of admirers.

The story, or plot of a comedy, is important because the comedy action hinges around the story.

The "plot" of "Dynamite Doggie" is a clever one with a side-splitting surprise finish which comes after two reels of fast action and crackerjack comedy.

The combination of star and story produces laughs—and "Dynamite Doggie" is crammed with them from start to finish.

#### The Story

Al is about as popular with his sweetheart's family as an income tax collector. Father thinks he is a false alarm and the dog loves him so much that he can't keep his teeth out of his leg. So Al has to do his courting on the sly and keep a sharp lookout for both Dad and the dog.

Dad's favorite suitor for his daughter's hand is making fast progress—with Dad—which doesn't please Al any.

Al plans to elope with the girl but again the dog, Radio, balks him. Then Al's girl tells him that if he will feed the dog he will be his friend for life.

Al goes to the butcher-shop to buy some meat for the dog and overhears a couple of blackhanders plotting to blow up the shop. Al steals one of the bombs as he has an idea. When he arrives at the girl's house he sets the bomb for three o'clock, feeds it to the dog wrapped up in a meat-ball.

But the dog is now too friendly and follows Al wherever he goes. Al realizes that the bomb will blow them both to pieces and tries every known method to shake the pup but the dog outwits him until Al gets on a bicycle and outruns the galloping dynamite hound.

Then Al calls for his girl on a motorcycle and they elope. They haven't gone far when the dog shows up again and they try again to lose him, but without success.

The couple jump on a boat just as it is leaving, thinking to lose the dog but he also jumps on the boat and goes along. As the hands of the clock near three o'clock the young couple are scared stiff.

Then the boat starts to roll and the dog gets seasick. At 2:59½ he gets rid of the bomb and the explosion that immediately follows showers the eloping couple with fish.



For Electro Order No. 3619-E  
For Mat (Free) Order No. 3619-M

#### WHO'S WHO in "Dynamite Doggie"

Al.....AL ST. JOHN  
His Girl.....Christine Francis  
Radio....."Pete"  
Directed by Grover Jones

## EXPLOITATION

Exploitation is a word that has come into general usage with the motion picture business. But there is nothing new about the idea.

Commercial merchandising and manufacturing firms have always exploited their wares in many and various manners. The most common is the practice of the manufacturer or distributor of foodstuffs in furnishing the retail merchant with window and counter displays to advertise the manufacturer's wares.

Store-keepers are glad to have these displays. They identify the store as one which handles trade-marked and proven merchandise in addition to helping sales.

Big department stores also exploit their merchandise in various manners. Their various window displays attract attention from the passer-by and although the man in the street may not be an immediate customer for the material displayed, still the impression of quality remains with him for a long while.

The exhibitor can do this same sort of exploitation, using the Short Subject as a means. The Short Subject is a vital part of your program and a part much in favor and demand by a large percentage of the public. Many theatre-goers regard the two-reel comedy as the best item on the bill. By giving the accessories on the two-reel comedy adequate display, the exhibitor identifies his house as one which always has a good comedy on the bill—and that alone is enough to swing many admissions into the box-office which otherwise would go to the competing house—or remain in the pocket-book of the man on the street.

## PARAGRAPHS For Your Program

Special comedy attraction—Al St. John and the Tuxedo cast in "Dynamite Doggie"—A solid half-hour of fun.

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You'll laugh till your sides ache at the four-legged dynamite bomb in "Dynamite Doggie," the new Educational-Tuxedo Comedy.

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Ever see a galloping dynamite bomb? You'll see one in "Dynamite Doggie," Al St. John's latest and funniest Educational-Tuxedo Comedy.

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Wait 'till you see "Dynamite Doggie," the new Educational-Tuxedo Comedy with Al St. John—You'll see the funniest comedy in months.

\*\*\*

A comedy that's a real knockout. Al St. John and a four-legged dynamite bomb in "Dynamite Doggie." It's a real scream!



## AL ST. JOHN AND FUNNY DOG STAR IN NEW COMEDY

### New Canine Comedian in "Dynamite Doggie" is Big Hit

(Newspaper review for use after showing  
of picture)

Al St. John, supported by the funniest dog in pictures, is causing real riots of laughter at the ..... Theatre in his latest Educational-Tuxedo Comedy, "Dynamite Doggie."

Several screen dogs are real actors, but this particular dog is a crackerjack comedian as well. Not only is he trained to a nicety, but he is positively funny in both actions and appearance. He has a ring about one eye that is as funny as Chaplin's mustache, Lloyd Hamilton's cap and baggy pants, or Harold Lloyd's horn-rimmed spectacles. It's a part of his individuality.

St. John is one of the comedy leaders and the combination of man and dog has produced an exceptionally good comedy. The story enhances the work of the two principals and the result is a crackerjack.

St. John is seen as a wooer in bad standing with his sweetheart's father and father's dog. The pup puts his teeth into Al at every opportunity, and successfully ruins all of Al's elopement plans. The girl tells Al to feed the dog to gain his friendship and Al does—but he feeds him a time-bomb as an added favor.

The dog takes a liking to Al—so much that he follows him everywhere he goes. With the murderous bomb ticking off the seconds, Al tries in vain to outwit and outrun the pup, but the dog sticks to him like a shadow.

### JUST WHAT IS A DYNAMITE HOUND?

(Newspaper review for use after showing  
of picture)

Did you ever see a galloping dynamite bomb?

Al St. John is presenting this situation in his latest Educational-Tuxedo Comedy, "Dynamite Doggie" at the ..... Theatre this week, and it is one of the funniest comedy ideas seen on the screen in a long while.

St. John, in the comedy, feeds a dog a time-bomb with the explosion set for three o'clock. Then he finds that the pup has taken quite a liking to him and won't leave him. Al tries all kinds of tricks to escape the dog but the loving mutt still stays with him. As the hands of the clock draw near three, the comedy of the situation increases until the climax of the picture is a real laughing treat.

## ST. JOHN EXPLAINS WHY THERE ARE SO FEW SCREEN COMEDIANS



AL ST. JOHN  
in a scene from  
"DYNAMITE DOGGIE"

For Electro Order No. 3620-E  
For Mat (Free) Order No. 3620-M

### STRONG CAST IN ST. JOHN COMEDY

(Prepared as advance publicity story)

Al St. John has selected a new leading lady to play the leading role with him in "Dynamite Doggie," the Educational-Tuxedo Comedy which will be on the bill at the ..... Theatre. She is Miss Christine Francis, a stunning brunette, who has appeared in many of the other Tuxedo Comedies with this well known and acrobatic star.

In addition to St. John and Miss Francis, George Davis and John Sinclair will also have prominent parts. Mr. Davis, now a well known comedy character man, was formerly a noted circus clown and acrobat. Mr. Sinclair has appeared in many Tuxedo Comedies also.

The main support of St. John, however, will be "Pete," the canine star. He will be remembered as the funny bulldog with the ring about his right eye. The comedy was made under the direction of Grover Jones.

### Screen Technique Limits Number of Successful Film Funny Men

(Prepared as advance publicity story)

The stage numbers hundreds of the funny headliners, while the leaders in screen comedies can be counted on the fingers of the hands. Perhaps the following statement by Al St. John, leading comedian with Educational-Tuxedo Comedies and whose latest two-reel comedy, "Dynamite Doggie" will be on the bill at the ..... Theatre will throw some light on the mystery.

"Stage comedians are more numerous than screen comedians for a number of reasons," says St. John. "Perhaps the simplest one is that on the stage an actor uses his voice and can use lines which are funny, or is able to put over his lines in a funny manner. Then, too, he is aided by music, lights and all the tricks of the stage. In addition, a stage comedian can perfect himself in his part or by observation, drop out the parts which do not 'go over' and by a process of elimination and substitution build up an act that is a big success."

"In pictures the actor can make no laughs by the use of his voice. His comedy must be entirely pantomime and plot; his voice is never heard. True, camera tricks are used to get laughs but the real comedians use very few of these."

"And then the screen actor does not have the advantage of trying out his material before an audience and making eliminations and substitutions. He must do his work with few rehearsals and it must stand the test of a thousand different audiences. The wonder is not that there are so few screen comedians: It is a wonder there are any at all."

### DOG SHARES IN COMEDY HONORS

(Prepared as advance publicity story)

One of the best trained dogs in motion pictures—the bull dog with a ring about his eye—will be seen with Al St. John in the new Educational-Tuxedo Comedy, "Dynamite Doggie" which will be the comedy attraction on the bill at the ..... Theatre.

The dog shares the honors of many of the comedy scenes with St. John himself. One of the funniest sequences of the picture will be an episode where the dog acts the part of a seasick traveler. In addition to the dog, a big cast will support St. John.



## ALIBI MEN

A weak-kneed salesman always has an alibi.

Sometimes it is that his particular territory is a hard one, or his customers are a hard bunch to get along with; other times it is because he is handling a "tough line."

The real, honest-to-goodness salesman will take the same line out over the same territory and come back with a full order book and report that business is good.

The weak-kneed salesman is one that is easily licked.

The top-notch man won't admit defeat but keeps shooting away with every shot in his lockers. He makes his proposition look so good that customers and orders come to him easily.

The good salesman remedies the situation by concentrated effort and salesmanship; the poor one wastes his energy sitting around the hotel lobby.

The exhibitor who cries "hard times" is wasting precious time and energy talking about them while overlooking the very means on hand to make hard times good times.

Exhibitors—successful ones—are all salesman. They have a line to sell and a huge lot of prospects to convince. Bemoaning the state of the times and the condition of business will remedy neither. But like the good salesman in other lines they can bring every argument they have to bear on their customers and make sales while less progressive exhibitors are counting up their empty seats.

The Short Subject on your bill is a mighty effective sales argument. Advertise your Short Subjects. Use them as extra inducements to your prospective patrons. Like the successful salesman, bring every argument you know into your sales-talk and in the show-business, "sales-talk" is advertising.



One Column by One Inch "Ad" Cut  
For Electro Order No. 3621-E  
For Mat (Free) Order No. 3621-M



Two Column by One and One Half Inch "Ad" Cut  
For Electro Order No. 3622-E  
For Mat (Free) Order No. 3622-M

For Three Column Cut on Page One Order  
Electro No. 3623-E Mat (Free) No. 3623-M

### ACCESSORIES

#### Hand Colored Slides

Four Color One Sheets Four Color Three Sheets  
Duo Tint 11 x 14 Lobby Cards

(Eight Cards to Set)

Black and White 8 x 10 Photos

(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats  
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts  
and Mats

Two Column, One and One Half Inch, Newspaper  
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats  
(All Mats Free)

And the Fullest Cooperation from Your Exchange  
(Cuts and mats must be ordered by number)

### CATCHLINES

#### For Newspaper "Ads"

A comedy that's a "Wow"! Al St. John in  
"Dynamite Doggie."

\* \* \*

Al St. John and a crackerjack cast in two reels of  
explosive comedy, "Dynamite Doggie."

\* \* \*

Al St. John was never funnier than he is in  
"Dynamite Doggie,"—Two reels of side-splitting  
comedy.

\* \* \*

Two reels of the best comedy you ever saw—Al  
St. John and the funniest dog in pictures in "Dyna-  
mite Doggie," a new Educational-Tuxedo Comedy.

\* \* \*

Chased by a galloping dynamite bomb—Just one  
of the funny spots in "Dynamite Doggie," the two  
reel side-splitter with Al St. John.



REQUEST FOR RETURN OF COPYRIGHT DEPOSITS

Dated at Cape  
APR - 6 1925, 19.....

Register of Copyrights,  
Library of Congress,  
Washington, D. C.

Dear Sir:

The undersigned claimant of copyright in the work herein named,  
deposited in the Copyright Office and duly registered for copyright pro-  
tection, requests the return to him under the provisions of sections 59 and  
60 of the Act of March 4, 1909, of one or both of the deposited copies of the  
entitled Marymakers, (1 reel)  
Red Pepper, (2 reels) and Dynamite Doggie, (2 reels)  
deposited in the Copyright Office on..... and registered  
under Class....., XXc., Doc. 21329  
11330

If this request can be granted you are asked and authorized to send  
the said copy or copies to me at the following address:.....

.....or  
to W. S. Summers,  
at 1940 Cabot St., Washington, D. C.

Signed.....  
(Claimant of Copyright)

W. S. Summers

APR 7 1925

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